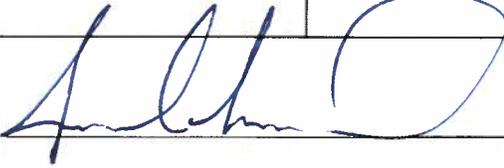


	City of San Marcos Cable TV Rules of Use	
	Effective Date	Revision Date(s)
	4/25/2014	
Approved  Jared Miller, City Manager		

CITY OF SAN MARCOS CABLE CHANNELS:

The City of San Marcos (City) broadcasts government and educational programming on Time Warner Cable Channel 10 and Grande Communications Channel 16 or 123-16 for the purpose of informing viewers about government services, activities and programs for the San Marcos community and provision of emergency information. The City's cable television channels are government access channels. There are no legal requirements to broadcast any type of programming that is not government-related. City information outlets are not public access or public forum channels.

The City retains the right to lease and/or allocate time for authorized government and educational services, designate fees, services, designate fees, use the channel for City programming, and appoint channel administrators. All programming shown on the City cable channels is subject to the availability of City staff, equipment, facilities and time.

1.0 GENERAL RULES

- 1.1 Information produced by or on behalf of the City of San Marcos will receive first-priority use of City information outlets at all times.
- 1.2 Information produced by or on behalf of other government agencies or public educational institutions whose jurisdiction or services include all or part of San Marcos will receive second-priority use of City information outlets. The City may charge broadcast fees for airtime to educational or government entities that meet these submission guidelines. However, subleasing of leased airtime is strictly prohibited, and only the City of San Marcos may charge broadcast fees for airtime on the City channels.

- 1.3 Information produced by or on behalf of a City-sponsored organization or event, as defined by this policy, will receive third-priority use of City information outlets.
- 1.4 Information produced by or on behalf of other community organizations, as defined by this policy, that are not City-sponsored cannot be distributed through City information outlets.
- 1.5 Materials provided by or on behalf of organizations operating on a for-profit basis, including those soliciting business or offering discounts for goods or services, cannot be distributed through City information outlets unless their services are being offered through the City under contract.
- 1.6 Materials soliciting cash or material donations in support of an organization or program other than City-sponsored events and a City-designated employee charitable campaign cannot be distributed through City information outlets.
- 1.7. Political or ideological messages are prohibited from access to City information outlets at all times. Political candidates are prohibited from access to City information outlets during the campaign season connected to the election for which they have filed. Cable programs hosted by, or newsletter articles authored by, an individual who becomes a political candidate will have a guest host or author during the relevant campaign season or will be discontinued for the duration of the relevant campaign season.
- 1.8 Information submitted for distribution through City information outlets shall adhere to the format and deadlines established by the Communications Department.

2.0 PERMITTED PROGRAMS

Programs aired on City of San Marcos channels should be selected with attention to the degree to which they educate, inform, and enlighten viewers. Allowable programs include:

- 2.1 Government-sponsored events, news, programs, initiatives, and services.
- 2.2 Educational programming including but not limited to, local history programs, the performing arts, and pre-approved programming from local educational organizations.

- 2.3 Discussions and decisions from governing boards or commissions (City Council, educational boards of directors, etc.) and groups designated thereby.
- 2.4 Board and Commission meetings and actions.
- 2.5 Meetings and actions of government-affiliated corporations.
- 2.6 Health and public safety issues including recreation programs and events.
- 2.7 Economic development initiatives and issues.
- 2.8 Local tourism-based information including attractions, historical information or programs, festivals and museums
- 2.9 Programs about City-sponsored performing arts, museums and art exhibitions.
- 2.10 News, programs, and information about the local educational system, educational opportunities or about local educational institution initiatives or events.

3.0 PROGRAMS THAT ARE NOT PERMITTED

- 3.1 Programs from advocacy groups, for-profit companies, or any other non-governmental or non-educational organizations. Programs from non-profit groups are generally not permitted except for those that support the performing arts, exhibition art and local history groups co-sponsored by governmental and educational organizations.
- 3.2 Advertisements for businesses, except for listings as sponsors of City-affiliated events.
- 3.3 Programs and material promoting the sale of products or services unless sponsored by the City of San Marcos or affiliated governmental and educational entities.
- 3.4 Solicitations for funds unless an event or program is sponsored by the City of San Marcos.
- 3.5 Religious programs.
- 3.6 Advertisements, articles, programs, or other content for or against political candidates, political referenda, or ballot items, unless

they occur in the context of government meetings, City-sponsored meetings or events, or educational institutional meetings.

- 3.7 Material or information whose broadcast violates any local, state, or federal law or infringes upon any person's intellectual property rights therein.
- 3.8 Indecent programming, which is programming that would not be permitted by regulations of the Federal Communications Commission to be broadcast during "prime time."

Programming Decisions

- 3.9 Any decision on the appropriateness of any programming content will be made by Communications Director in consultation, as needed, with the City Attorney and the San Marcos City Manager.
- 3.10 In accordance with 47 U.S.C. § 532(h) and 47 C.F.R. § 76.701, the City of San Marcos prohibits the broadcast on City cable channels of any programming the City reasonably believes is obscene.
- 3.11 For more information about the City of San Marcos cable broadcasts, please contact: Communications Director, City of San Marcos, 630 E. Hopkins, San Marcos, TX 78666 512.393.8105 or communications@sanmarcostx.gov .